

Listing of Claims:

Claims 1-30 (Canceled).

31. (Currently Amended) A marketing research method comprising:

distributing a plurality of copies of a plurality of different types of printed matter each marked with an optically readable coded image encoding ID information and a URL specifying an information resource on the Internet, wherein each of the plurality of different types of the printed matter includes a same advertisement, wherein the optically readable coded image is printed so as to correspond to each advertisement of each of the plurality of different types of the printed matter, and wherein the ID information includes ~~information to identify~~ at least one of a ~~name, title and type~~, ~~distribution area, date of distribution and purpose of distribution~~ of the printed matter and information identifying the advertisement contained in the printed matter;

obtaining ID information identifying respective copies of the printed matter and access information for each access to the information resource responsive to an operation of: (i) optically reading with a reading device the optically readable coded image provided on the printed matter, (ii) restoring the URL and the ID information from the read coded image, and (iii) accessing the

information resource corresponding to the restored URL via
an access device which is connected to the reading device;

storing the restored ID information and the access

25 information; and

producing a marketing research report utilizing the stored
ID information and the stored access information, wherein said
marketing research report compares interest taken by users of the
plurality different types of the printed matter in the same
30 advertisement.

32. (Previously Presented) The marketing research method
according to claim 31, wherein the URL includes the ID
information.

33. (Previously Presented) The marketing research method
according to claim 31, wherein the optically readable coded image
further contains a browser starting program for starting a
browser for the access device.

34. (Currently Amended) The marketing research method
according to claim 31, wherein the plurality of different types
of the printed matter ~~is one of~~ includes a newspaper, a magazine,
a book, a journal, a pamphlet, a catalog, a leaflet, a business
card and a ticket.

35. (Canceled).

36. (Previously Presented) The marketing research method according to claim 31, wherein the information resource is an information resource belonging to the issuer of the printed matter.

37. (Currently Amended) The marketing research method according to claim 31, wherein ~~the plurality of copies of the printed matter contain a same advertisement and the advertisement of each copy of the printed matter is accompanied by a coded~~
5 ~~image specific to the printed matter, and the information~~
resource is an information resource belonging to a sponsor of the advertisement.

38. (Previously Presented) The marketing research method according to claim 31, wherein the access information on the accesses to the information resource includes at least one of a number of accesses, date and time of each of the accesses and
5 data on each person who accessed the information resource.

39. (Previously Presented) The marketing research method according to claim 31, wherein the optically readable coded image

includes information on at least one of a sound, an image and a text in addition to the URL.

40. (Currently Amended) An information resource for use in marketing research relating to a distribution a plurality of copies of a plurality of different types of printed matter each having an optically readable coded image encoding ID information and a URL specifying the information resource on the Internet, wherein each of the plurality of different types of the printed matter includes a same advertisement, wherein the optically readable coded image is printed so as to correspond to each advertisement of each of the plurality of different types of the printed matter, and wherein the ID information includes ~~information to identify at least one of a name, title and type, distribution area, date of distribution and purpose of distribution of the printed matter and information identifying the advertisement contained in the printed matter,~~ said information resource comprising:

means for transmitting, to an access device, information to be displayed on the access device, in response to an access by the access device; and

means for obtaining ID information identifying respective copies of the printed matter and access information for each access to the information resource responsive to an operation

of: (i) optically reading with a reading device the optically
readable coded image provided on the printed matter,
(ii) restoring the URL and the ID information from the read coded
25 image, and (iii) accessing the information resource corresponding
to the restored URL via the access device, which is connected to
the reading device;

means for storing the restored ID information and the access
information; and

30 means for producing a marketing research report utilizing
the stored ID information and the access information, wherein
said marketing research report compares interest taken by users
of the plurality different types of the printed matter in the
same advertisement.

41. (Previously Presented) The information resource
according to claim 40, wherein the information resource is an
information resource belonging to the issuer of the printed
matter.

42. (Currently Amended) The information resource according
to claim 40, wherein ~~the plurality of copies of the printed~~
~~matter contain a same advertisement and the advertisement of each~~
~~copy of the printed matter is accompanied by a coded image~~
5 ~~specific to the printed matter, and the information resource is~~

an information resource belonging to a sponsor of the advertisement.

43. (Previously Presented) The information resource according to claim 40, wherein the access information on the accesses to the information resource includes at least one of a number of accesses, date and time of each of the accesses and data on each person who accessed the information resource.